

TSA.GOV Web Performance Metrics

Feb 1, 2022 - Feb 28, 2022

All Users
100.00% Sessions

Total Visits

4,769,820

% of Total: 100.00% (4,769,820)



Avg. Visit Duration

00:01:48

Avg for View: 00:01:48 (0.00%)



Pageviews

10,125,388

% of Total: 100.00% (10,125,388)



Unique Visitors

3,681,726

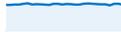
% of Total: 100.00% (3,681,726)



Avg. Pages / Visit

2.12

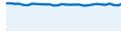
Avg for View: 2.12 (0.00%)



Avg. Time on Page

00:01:36

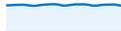
Avg for View: 00:01:36 (0.00%)



Bounce Rate

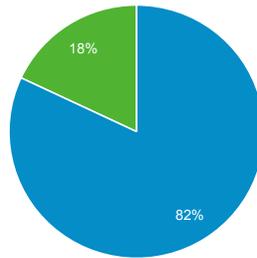
49.30%

Avg for View: 49.30% (0.00%)



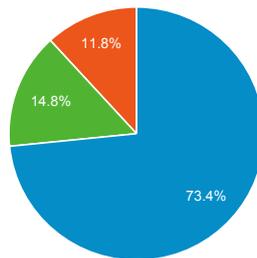
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,717,700	49.36%
(direct) / (none)	1,239,425	49.58%
bing / organic	95,893	38.36%
delta.com / referral	69,052	57.19%
search.usa.gov / referral	54,940	41.01%
yahoo / organic	50,464	44.89%
ttp.dhs.gov / referral	44,317	38.49%
ttp.cbp.dhs.gov / referral	41,377	40.79%
duckduckgo / organic	40,385	50.65%
aa.com / referral	33,968	59.37%

Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	3,164,068	40.32%
TSA PreCheck® Transportation Security Administration	1,221,780	29.68%
Transportation Security Administration Transportation Security Administration	572,103	44.18%
TSA checkpoint travel numbers (current year versus prior year(s)/same weekday) Transportation Security Administration	428,724	38.74%
Identification Transportation Security Administration	333,279	68.24%

Visits by Social Network

Social Network	Sessions
Facebook	27,688
Twitter	4,391
Instagram	1,980
reddit	1,648
Quora	1,324
YouTube	1,200
TripAdvisor	595
LinkedIn	327
Naver	109
Yelp	100

